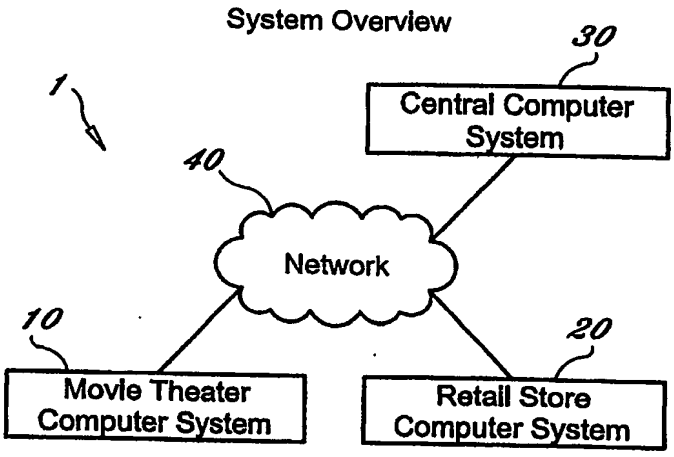
System Overview
30
Central Computer System
1
40
Network
10
20
Movie Theater Computer System
Retail Store Computer System

FIG. 1

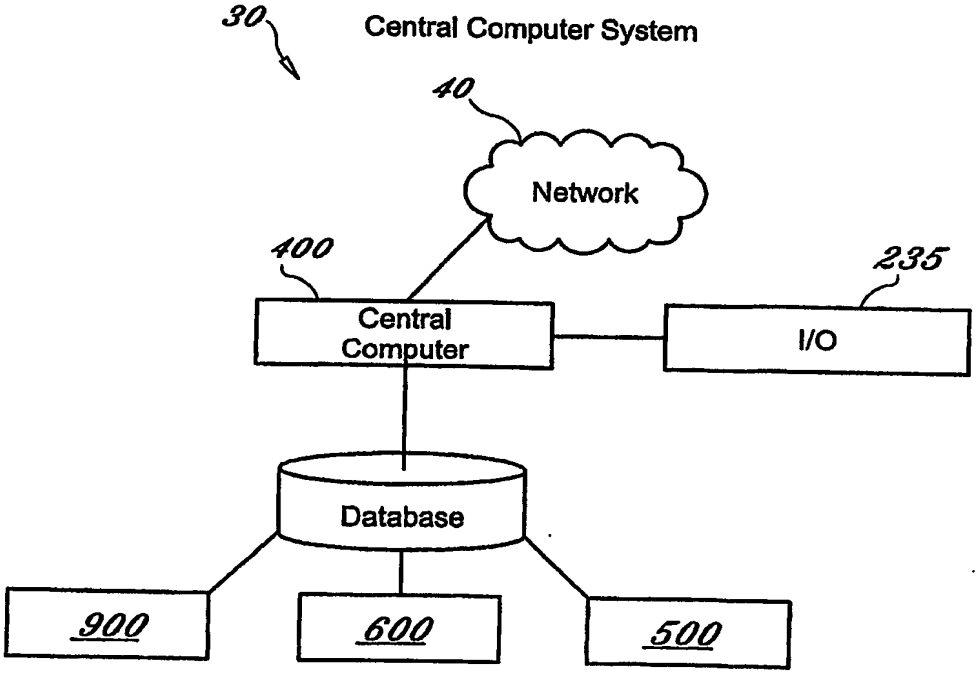
30
Central Computer System
40
Network
400
235
Central Computer
I/O
Database
900
600
500

FIG. 4

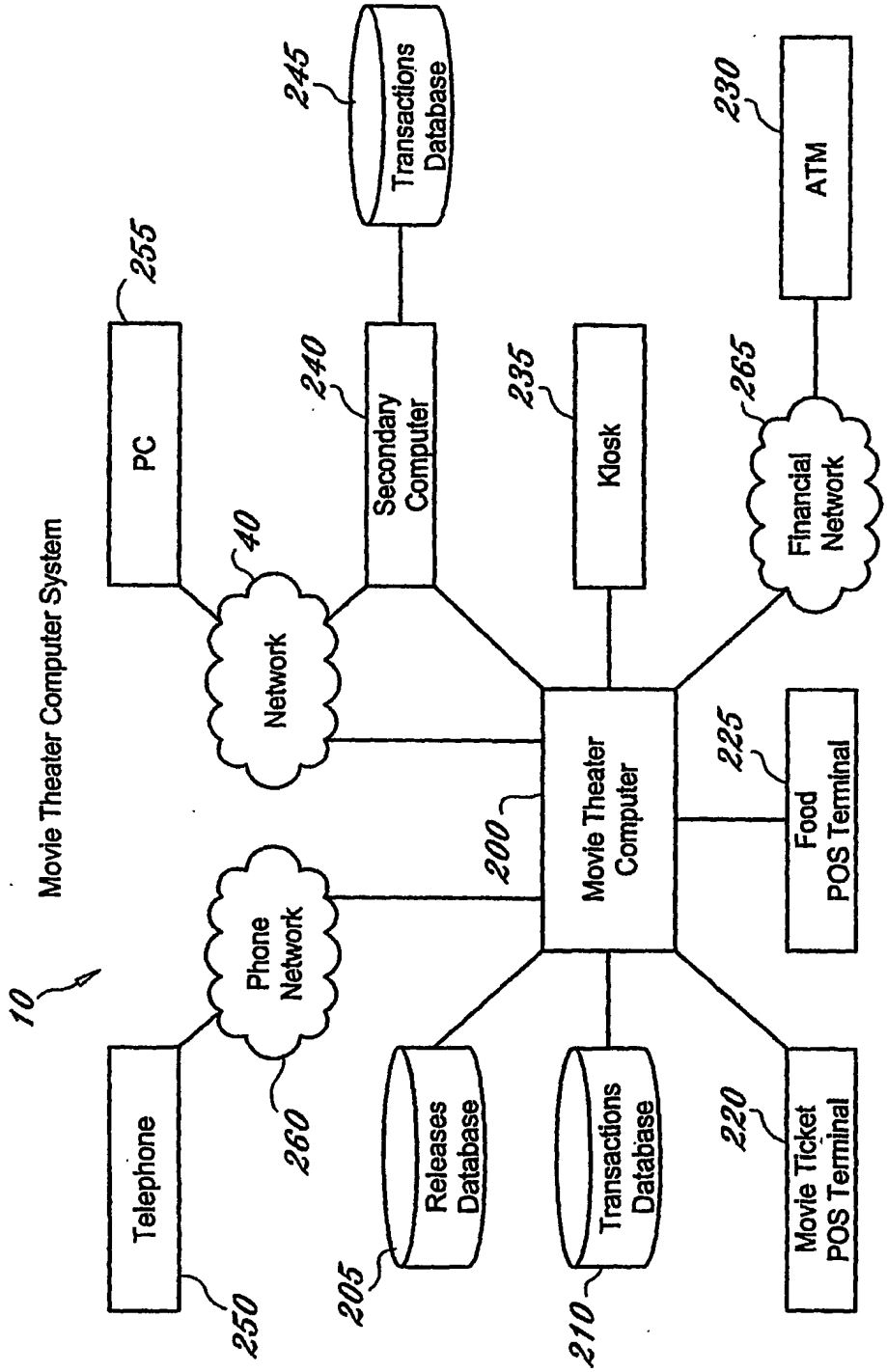
Movie Theater Computer System
10
Movie Theater Computer
200
Network
40
Phone Network
260
PC
255
Telephone
250
Secondary Computer
240
Transactions Database
245
Releases Database
205
Transactions Database
210
Kiosk
235
Food POS Terminal
225
Movie Ticket POS Terminal
220
Financial Network
265
ATM
230

FIG. 2

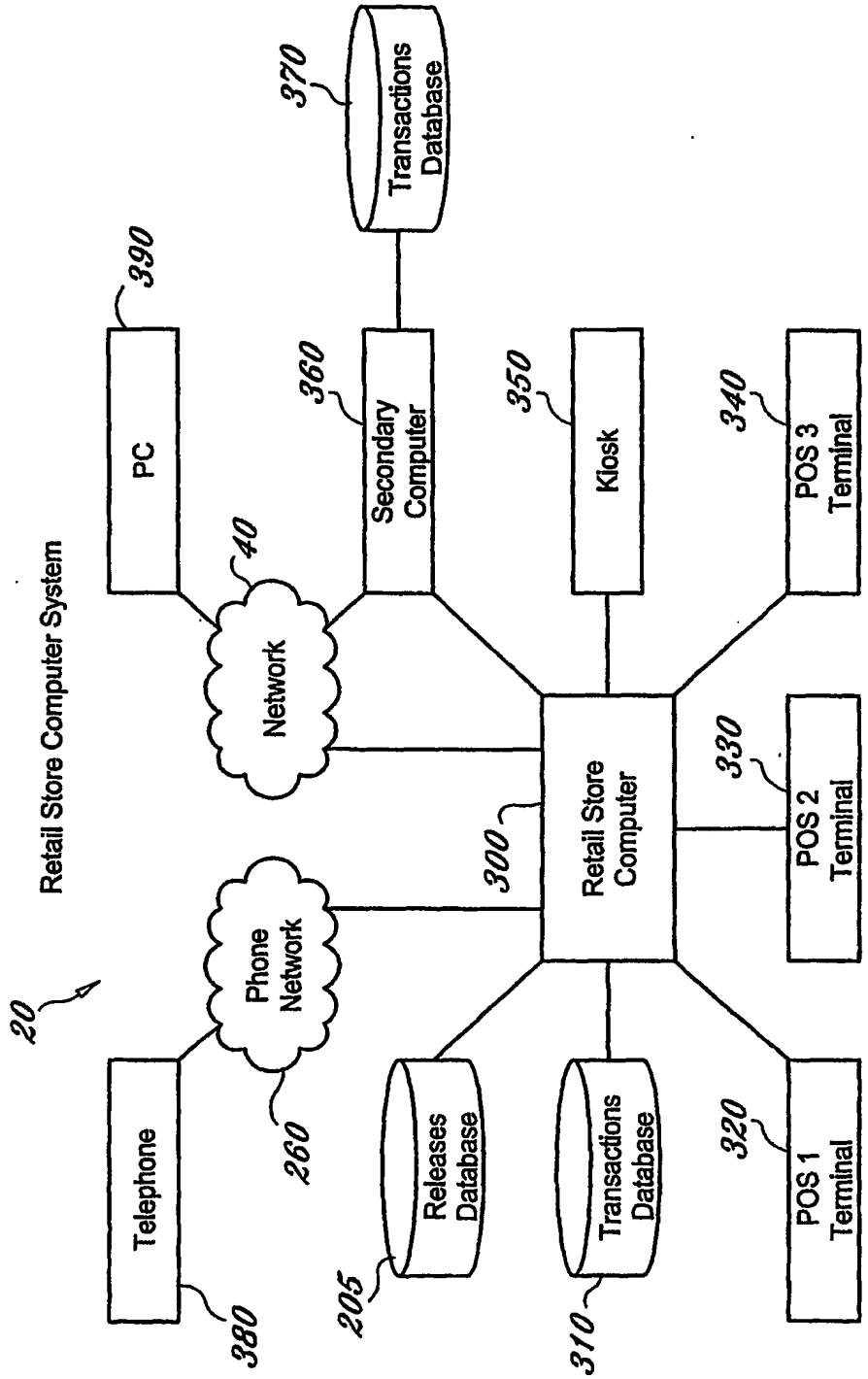
Retail Store Computer System
20
Telephone
380
Phone Network
260
PC
390
Network
40
Transactions Database
370
Secondary Computer
360
Releases Database
205
Transactions Database
310
Retail Store Computer
300
Kiosk
350
POS 1 Terminal
320
POS 2 Terminal
330
POS 3 Terminal
340

FIG. 3

500

Transaction Table 500 of
Central Computer System 30's Database 410

501	502
Consumer Name	text
Consumer Address	text
Telephone Number	Integer
Email Address	text
CID Code	Integer
UPCs of Items Purchased	Integer
Date of Transaction	date
Price of Items Purchased	Integer
Credit Card Type	text
Credit Card Number	Integer
Credit Card Exp. Date	date
Fax Number	Integer
Frequent Shopper ID1 (FSID1)	text
Frequent Shopper ID2 (FSID2)	text
⋮	
Frequent Shopper IDx (FSIDx)	text
Movie ID1 (MID1)	text
Movie ID2 (MID2)	text
⋮	
Movie IDn (MIDn)	text
Store ID	text

FIG. 5

600

Location of Stores Table 600 of
Central Computer System 30's Database 410

601	602
Store ID	text
Store Location	text
Store IP Address	Integer
Store URL	text
Store Type	text

FIG. 6

700

Transactions Table 700 of
Retail Store Computer System 20's Database 310

701		702	
703	Consumer Name	text	704
705	Consumer Address	text	706
707	Telephone Number	integer	708
709	Email Address	text	710
711	UPCs and Price/Quantity of Items Purchased	text	712
713	Date of Transaction	date	714
715	Credit Card Type	text	716
717	Credit Card Number	integer	718
719	Credit Card Exp. Date	date	720
721	Fax Number	integer	722
723	Frequent Shopper ID1 (FSID1)	text	724
725	Frequent Shopper ID2 (FSID2)	text	726
	⋮		
727	Frequent Shopper IDx (FSIDx)	text	728

FIG. 7

800

Movie Releases Table 800 of
Movie Theater Computer System 10's Database 205

801		802	
803	Title	text	804
805	Release Date	date	806
807	Schedule of Viewing Dates	text	808
809	Movie Classification 1	text	810
811	Movie Classification 2	text	812
813	Movie Rating	text	814
815	Movie Length	integer	816
817	Popularity Index	text	818
819	Movie Theater Store ID	text	820
821	Store Location	text	822
823	Store ID	text	824

FIG. 8

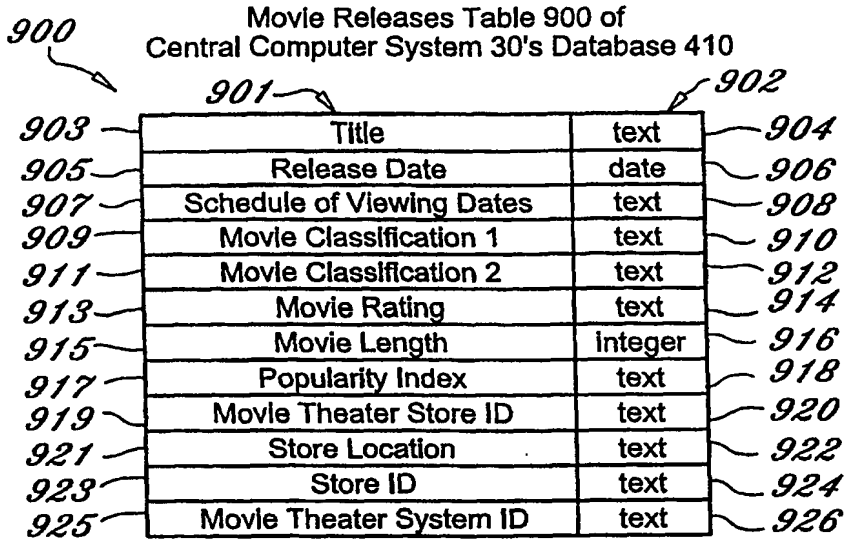

FIG. 9

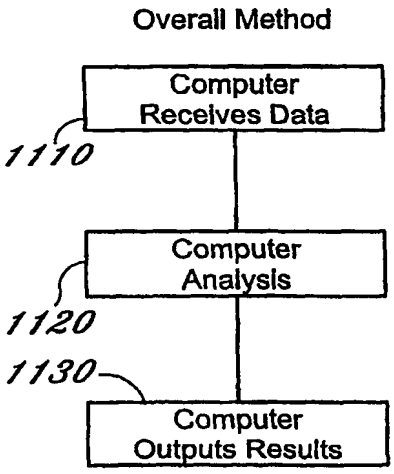

FIG. 11

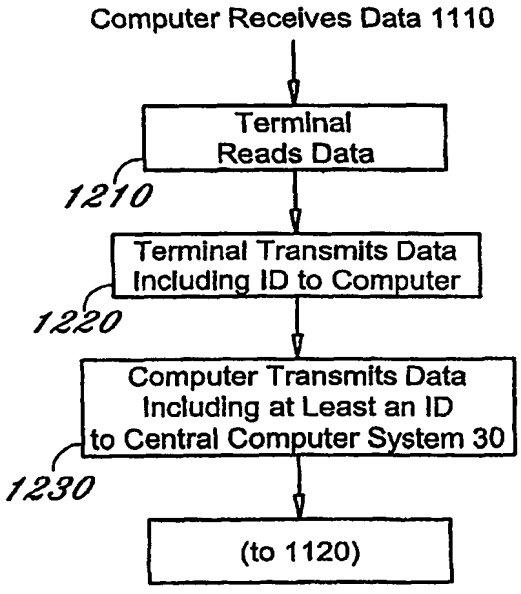

FIG. 12

1000 Transactions Table 1000 of Movie Theater Computer System 10's Transactions Database 210

1001	1002	
1003 Consumer Name	text	1004
1005 Consumer Address	text	1006
1007 Telephone Number	integer	1008
1009 Email Address	text	1010
1011 Price of Ticket	integer	1012
1013 Ticket Transation Data	text	1014
1015 Date of Transaction	date	1016
1017 Time of Transaction	integer	1018
1019 Day of Transaction	text	1020
1021 Food Transaction Data	text	1022
1023 Credit Card Type	text	1024
1025 Credit Card Number	integer	1026
1027 Credit Card Exp. Date	date	1028
1029 Fax Number	integer	1030
1031 Movie ID1 (MID1)	text	1032
1033 Movie ID2 (MID2)	text	1034
⋮		
1035 Movie IDn (MIDn)	text	1036

FIG. 10

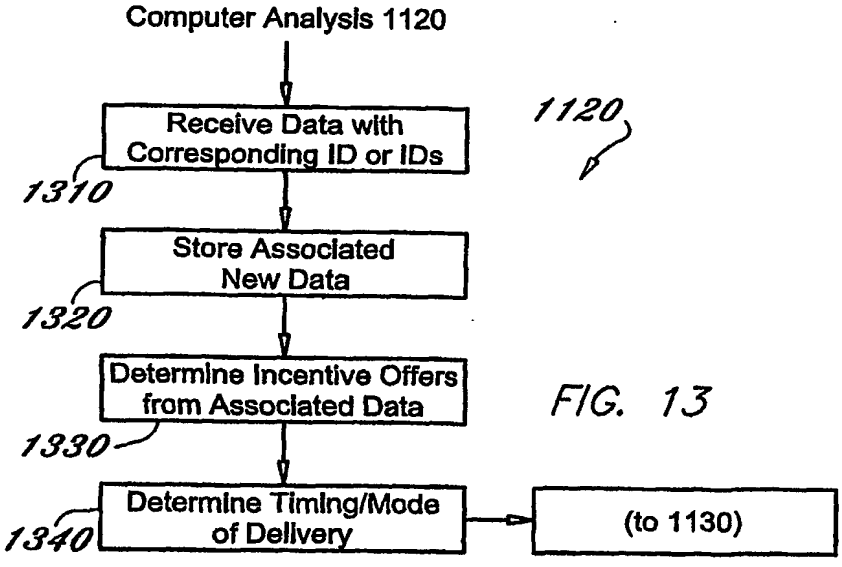

FIG. 13

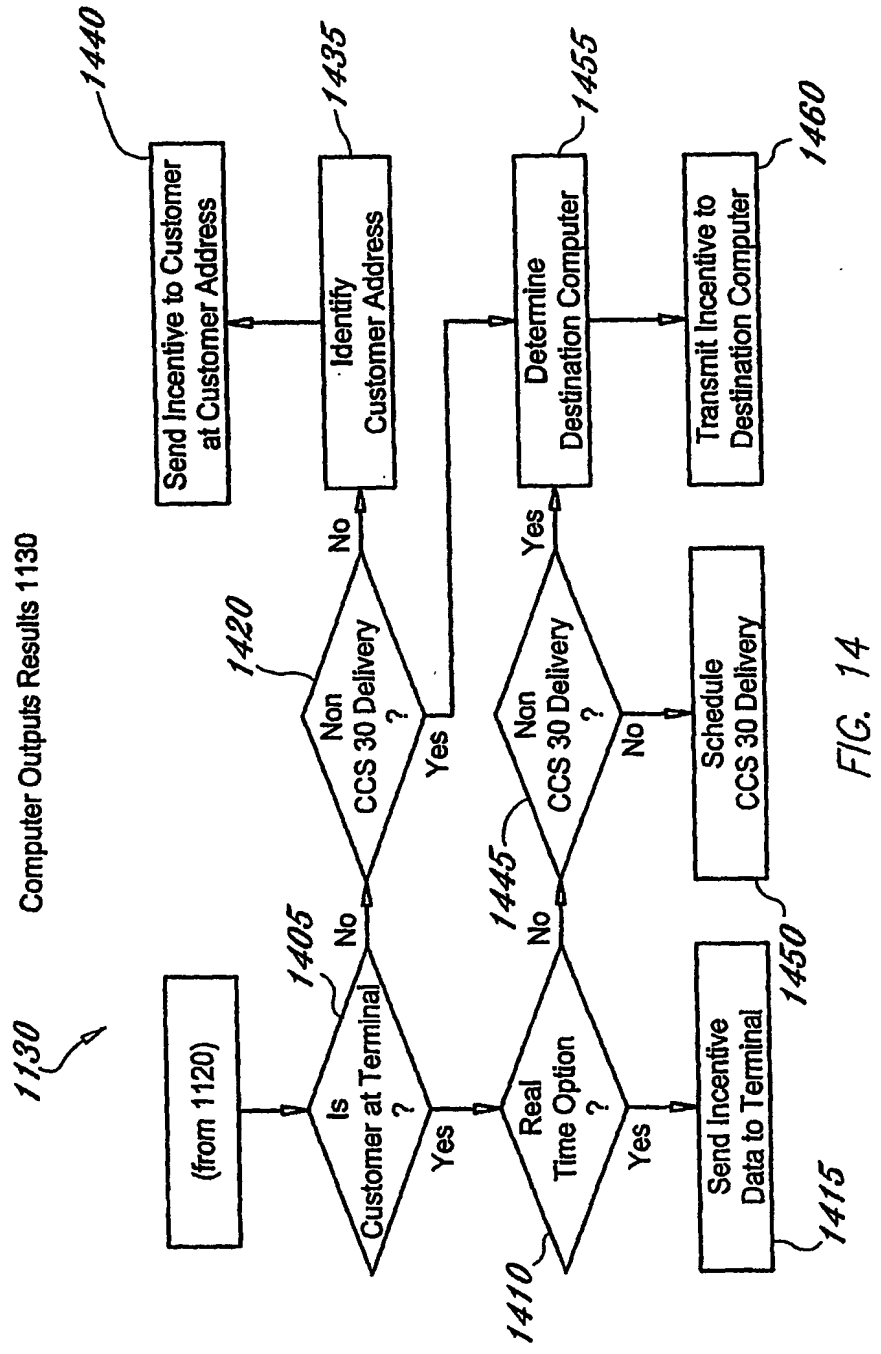
1130
Computer Outputs Results 1130
(from 1120)
1405
Is Customer at Terminal ?
No
Yes
1410
Real Time Option ?
No
Yes
1415
Send Incentive Data to Terminal
1420
Non CCS 30 Delivery ?
No
Yes
1435
Identify Customer Address
1440
Send Incentive to Customer at Customer Address
1445
Non CCS 30 Delivery ?
Yes
No
1450
Schedule CCS 30 Delivery
1455
Determine Destination Computer
1460
Transmit Incentive to Destination Computer

FIG. 14